



Visual Arts Workshops 2003-2004

310 South Rio Grande Street
Salt Lake City, UT 84101

Tuesday, August 19 2003

Presenter:

Clayton Williams
Williams Fine Art
60 East South Temple

When you're ready to approach a gallery:

- Adequate training (highly recommends a BFA and, if possible MFA)
It is easy to distinguish works between those who have training and those who don't
- You have a good body of work (you could supply gallery with 3-5 paintings a month)
- You must be sold on your product and have somewhat of a following to approach a higher end gallery
- In real estate the motto is location, location, location. In the art world, the motto is quality, quality, quality; talent, talent, talent; training, training, training.

Before you approach a gallery:

- Research galleries around town and find which ones fit you
Are you traditional or more cutting edge? If your work doesn't complement the work being sold in the gallery, your work won't sell to their clientele
- Decide if you want to sign an exclusivity contract
Exclusivity is more a thing of the past, but you can be exclusive to a Salt Lake gallery or you can be exclusive to a Utah gallery. Sign a year contract with option to renew.

Once you've chosen a gallery

- Call at least a week ahead to make an appointment – DON'T JUST DROP IN
- If you have a website, tell the owner to take a look at it and see what he/she thinks
This way, neither of you waste your time, if your work doesn't fit the gallery's image, they can recommend a gallery to you that might be able to sell your work.
- If you don't have a website, send or bring the owner a portfolio of your work, a CD of images or photos in a booklet prior to the interview.

For the Interview

- Dress appropriately – first impression should be a good one
- Bring your best portfolio
- If you've been published in a magazine, if you have a catalog of your own, if you've been published in a book, newspaper articles, etc. BRING THEM. They carry a lot of weight



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- Bring 3 to 5 pieces of your actual work so the owner can see your art in person
- Get a feel of the gallery owner and what he/she can do for you.
Will they put your work in a stockroom or in a showroom? Will they call collectors for you? Will they do advertisements for you or is that something you need to do? What percentage will they take off your sales? (Most galleries are 50/50 – and that is fair)

What to include in your portfolio

- Slides are OK, but they're difficult to look at. Include color prints or photographs of your work so the owner can see immediately what it looks like
- If your work has been bought by public or private collectors, list them ALL (i.e. Salt Lake County Art Collection, Utah State Fine Art Collection, law firms, private collectors, etc.)
- If your work has been accepted into competitions (Statewide Annual Competition, etc.) list them ALL. Regular acceptance to juried shows adds a great amount of credibility.

Pricing Artwork

- When you're just starting out, price it as inexpensively as you can: Ask yourself. "How much will I let this go for?"
- Some artists charge by the hours it took them to complete a work, most charge by square inch, some charge more for pieces of higher quality and difficulty.
- Start work at maybe \$250 (depending on size) and as you begin to sell and establish a following, bring it up to \$500, \$750, \$1000, etc.
- About 15% of artwork goes for the sticker price. Negotiation is BIG these days. Tell the gallery owner how much you would like to charge and then mention what price you'll accept if a buyer wants to negotiate. If you're willing to negotiate, your chances of selling a painting increase by 50%.

If you're not ready to approach a gallery, consider establishing yourself by exhibiting through alternate venues such as restaurants, law firms, architectural firms, etc. (see enclosure). Most don't charge a commission, of course they don't push sales, but it's a good way to start out and gather a good list of clients.

You could also consider donating work to charity auctions – if you can afford it. It's one way to exhibit with established artists and increase your clientele (rich people attend charity auctions). For guidelines on submitting to charity auctions, please see the Artist Resource Center page on the UAC visual arts website: www.arts.utah.gov/visarts/artauctions.html

Remember, it takes years for the cream to rise to the top. Many really good artists have their good years and their bad years, their good paintings and their bad paintings. Be patient and receptive to the advice gallery owners offer you.